STUART P. CRAM, PH.D.

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VICE PRESIDENT OF MARKETING/SENIOR BUSINESS MANAGEMENT EXECUTIVE

Marketing Management / Strategic Planning / P&L Responsibility / International Business Development

Diversified business professional with proven expertise in management, marketing, sales, business development, and technology in Fortune 50 companies. Demonstrated success in focused marketing and customer centricity, differentiating products and services for utmost customer satisfaction. Skills in scientific and engineering measurement and analytical technologies. Core competencies include:

- Executive Management
- Marketing Management
- Business Development
- Strategic Planning
- P&L Responsibility
- International Business Operations
- Team Building and Leadership
- Government Relations
- Strategic Account Management
- Business Unit Management
- Customer Centricity
- Startup Business Units
- Creative Visionary
- Master Negotiator
- Sales Channels Management

PROFESSIONAL EXPERIENCE

The Cram Consulting Group International, Danville, CA 2005-Present

PRESIDENT/CO-FOUNDER

Management consulting firm specializing in government agencies and ministries.

Spearhead business development and strategic planning for public and private sector entities. Proven record of international marketing campaigns ensuring optimal growth based on clients' goals. Conduct marketing, business, and technical training in chemical and biological sciences. Provide organizational restructuring and dynamics to drive new revenue streams. Utilize new analytical technologies to R&D problem solving.

Selected Accomplishments:

- Realized more than $1.6 million revenue in the first year of business and chosen by the International Olympic Committee to manage the worldwide sports medicine drug testing standardization process.
- Oversaw strategic planning for Lawrence Livermore National Laboratory (LLNL) Homeland Security Program; developed organizational effectiveness of the governments of Australia, Saudi Arabia, China, and Argentina.
- Developed and managed a strategic business plan to increase funding by the Department of Homeland Security at LLNL. Increased funding by 56% within 18 months.

Hewlett Packard/Agilent Technologies, Palo Alto, CA 1986-2005

Hewlett Packard is a Fortune 50 corporation, a leading manufacturer of computer systems, software, and client services, and a premier provider of analytical instrumentation in the Life Sciences and Chemical Analysis market. Agilent Technologies is a Fortune 100 test and measurement technologies market leader, and a spin-off company from Hewlett Packard, formed in 1999.

MAJOR MANAGEMENT RESPONSIBILITIES AND HEWLETT PACKARD/AGILENT CORPORATE CAREER PROGRESSION: WORLDWIDE BUSINESS DEVELOPMENT MANAGER (1996-2005**); DIRECTOR, HOMELAND SECURITY BUSINESS UNIT (**2002-2005**); WORLDWIDE SPORTS MEDICINE MARKETING MANAGER (**1996-2005**); WORLDWIDE ENVIRONMENTAL MARKETING MANAGER (**1988-1996**); US FEDERAL PROGRAMS MANAGER (**1986-1988**).**

As **Worldwide Business Development Manager (**1996-2005**)**, oversaw sales/marketing programs to high-growth accounts in the forensics analysis, environmental testing, food safety, chemical and petrochemical production, and pharmaceutical markets, managing 180 reports and $760 million sales in 47 countries.

Selected Accomplishments

- Oversaw global sales/marketing to capture high-growth accounts of greater than 20% CAGR through customer centricity.
- Realized 5-10 points/biennium growth in customer loyalty in six years.
- Generated 10-12% annualized sales growth while decreasing COGS by two points, increasing loading per FTE by 12-18% per year and moving from a product-based to an industry-based organization.
- Chosen to serve on the Worldwide Sales Management Council for 12 years.
- Elected to the Board of Hewlett Packard and Agilent Technologies Philanthropy Foundations; 10 years.

Continued

As **Director, Homeland Security Business Unit (**2002-2005**),** provided high-technology electronics, communications systems, sensors, life science and chemical products to the worldwide homeland security market. Led cross-organizational Business Unit with fast start-up, major account teams at the executive level, P&L responsibility, and strategic/tactical planning.

Selected Accomplishments

- Grew Homeland Security Business Unit from $0 in 2002 to more than $100 million in 2005. Business was profitable after 16 months, with positive cash flow.
- Led Agilent to capture the dominant market share, increasing sales to $50 million by the second year, and effectively growing Asia-Pacific sales to 120% of quota while increasing global program sales 100% to $100 million in the third year.

As **Worldwide Sports Medicine Marketing Manager (**1996-2005**),** led international program providing global account management, name brand awareness, market research, technology leadership, and product differentiation in Sports Medicine arena.

Selected Accomplishments

- Attained worldwide market share of more than 95% of the addressable market as pre-eminent supplier to international sporting events (including the Olympic Games) through sustained and creative marketing, customer communications, and technology.
- Developed and negotiated a proposal with the IOC to sponsor the "Manfred Donike - HP/Agilent Memorial Award" each year to one doping control center in the world for outstanding research/development in the science of drug testing in sports medicine.

As **Worldwide Environmental Marketing Manager (**1988-1996**),** accountable for all business metrics, strategic planning, trans-divisional marketing, government relations, hiring of field specialists, and pricing and incentives.

Selected Accomplishments

- Drove HP's environmental European market share to number one ranking in five years, built strategic alliances with environmental ministries and the EU, and increased market share by 42%.
- Led 20% annual strategic account growth by focusing on customer centricity, high levels of creativity, strategic planning and marketing, and delivering solutions to meet or exceed customer expectations.
- Achieved 5% increase in worldwide customer loyalty in two years.
- Built highly successful teams between field and division programs handling 50+ strategic accounts in 30 countries; 60% of the accounts were foreign government ministries.
- Opened new business in more than 40 countries, growing annual revenues to more than $365 million with a growth rate consistently exceeding targeted 15% per year goal.
- Managed market sector that held 45% of the total U.S. laboratory business by applying account management skills to conceptualize an internal marketing, investment, training, and hiring plan, and doubled the U.S. government business in two years.

PREVIOUS EXPERIENCE: DIVISION RESEARCH & DEVELOPMENT MANAGER, VARIAN ASSOCIATES, Walnut Creek, CA

EDUCATION

PH.D. IN CHEMISTRY, (MINORS IN MATERIAL SCIENCE AND NUCLEAR ENGINEERING), University of Illinois, Champaign-Urbana, IL

M.S. IN CHEMISTRY, (MINOR IN ELECTRICAL ENGINEERING), University of Wisconsin, Madison, WI

B.S. IN CHEMISTRY, (MINOR IN PHYSICS), Emporia State University, Emporia, KS